

Share This: 

Dear [member\_name\_first],

Welcome to this edition of "On Ruby Street" the e-newsletter of Ruby Street Quiltworks.

It is that time of year. You may be starting to feel the stress of creating the holiday of your dreams. Your credit card may be wearing thin from use. You may feel overwhelmed by your to do list. Here are my suggestions for enjoying the holidays more and stressing less.

1. Re-imagine the holiday of your dreams. Leave in the things that give you true joy, and take out those that came out of the pages of Martha Stewart or House Beautiful. The perfect tree? If creating an elegant and artful tree gives you pleasure, go for it. If it just seems like a lot of work, let the kids decorate the tree. We still put a toilet paper tube with a construction paper flame (that is supposed to look like a candle) on our tree every year. House Beautiful it's not. Well loved it is! Photograph the smiles! Leave the tree in the background, a little blurry.



2. Cross something off your to-do list. Yes. Do it. World Peace is not in the balance. Then in the time you have created, take up some hand work. Finish that binding. It's relaxing! Not relaxing? Fill a glass of wine and set it beside you while you sew. Take a sip every now and then. Still not relaxing? Add chocolate! If you don't have hand work, make one of these cute, wool felt bunnies from Rebecca Ruth Designs. To make it even easier, Rebecca is selling packets of repurposed, already felted wool in our sample sale. (Read more about the sale below.)

3. Make a realistic assessment of the time/money conundrum. It seems like, in life, there are times you are financially comfortable, but have no time. And then there are the times you have plenty of time, but no money.

No time? Hire someone to clean the house. Purchase a box of artisan chocolates instead of making that batch of cookies. Buy a quilt at our sample sale, rather than make one. Support our local artisans and farmers by purchasing their hand made or raised items. Consider gift cards. They are quick to purchase and give the recipient the joy of shopping for themselves. From now until Christmas each \$25 Ruby Street Quiltworks Gift Card comes with a free fat quarter or a cute stocking to tuck the gift card in.

If you are on the other side of the equation, lots of time, but no money (laid off or furloughed). You have time to make a hand made treasure. Scrounge thrift shops, garage sales, your garden, or the woods in your neighborhood for the materials for your own project: scraps for a quilt, teacups to make a cute pincushion, your own wreath from the latest windfall. If you can splurge a little, stop in at Ruby Street Quiltworks for a little something to add flair to your project: a length of vintage ribbon, a remnant of fabric, a beautiful button or charm, something off the sale rack, or a bit of holiday fabric at 40% off.

Most of all, enjoy the season. Every holiday infused moment is precious. Don't waste those moments stressing about your to do list or worrying about paying the bills.

## Hokkoh

Japanese fabric has been on the fringe of the quilt world for some time, neither fading away, nor entering the mainstream. It has a faithful following. Google "Japanese Fabric Blog" and enter the world of Japanese fabric lovers. Now, Japanese companies like Kokka, Lecien, Echino, Hokkoh and Cosmo are making the mainstream quilt marketplace take notice by combining fresh young design with the Japanese tradition of quality. Japanese fabric is being driven to the forefront by young quilters and the [modern quilt movement](#). Young quilters, especially those raised in the "Hello Kitty" era, seem to have a special affinity for these fresh-faced fabrics.

The prints are difficult to describe. I am calling them "retro 70's with a fresh modern twist." They draw from traditional American themes: small floral prints (I hesitate to say "calicos" but that description comes to mind) whimsical creatures, fairy tales (Little Red Riding Hood, the Princess and the Pea), nursery rhymes, Matryoshka (nesting Russian dolls) but they are, charmingly, not quite accurately translated from the American. This gives them a fresh international appeal.

In the past, these charming prints didn't appeal to American quilters for a number of reasons. Often the designs were printed on canvas or double gauze fabric, which creates special challenges for quilters.





In addition, the fabrics came as quirky, individual pieces, not in coordinated collections which we American quilters rely on. Because the fabric has not generally been available on the shelves of mainstream quilt shops young, internet savvy quilters, who love the fabric, have relied upon online sources such as the hip crafter's marketplace, Etsy.

Now, Japanese fabric merchants are marketing to the mainstream American quilting community. More selections are available on lovely, satiny, quilt weight cottons (often compared to cotton lawn from the old Liberty of London) and they are starting to offer their quirky designs in collections of fabric which can be beautifully and creatively combined. Rebecca has paired two pieces from Hokkoh's "Forest" collection in her "Phoebe Apron," shown.

I am currently seeking out these charming newcomers for their quality and creative potential. The "Forest" collection is only our first. You need to visit the shop to feel the silkiness of the fabric and see the whimsical details (woodland creatures cavorting within the leaves) in the designs. Cute as can be!

## A Great Reason to Visit Ruby Street Quiltworks NOW!

Members of the **Washington Stars Quilt Guild** are exhibiting the results of their latest challenge at Ruby Street Quiltworks. These talented and adventurous quilters just keep on challenging themselves. The result? The most creative quilts imaginable.

The Fall Challenge required participants to make a small quilt using a letter of the alphabet and a paint chip for inspiration. The letters and paint chips were drawn at random and placed in sealed envelopes. Each participant drew a sealed envelope to begin the challenge.

You can see the quilts online in the [Ruby Street Gallery](#), but for a special treat stop by the store and see them in person.

## Another Great Reason to Visit Ruby Street Quiltworks NOW!

Our **Second Annual Sample Sale** is in progress. No time to make a quilt for the holidays? Buy one already finished! Many of the great samples you have seen hanging in the shop are now for sale. Stop in and see if your favorite one is available. These quilts and other items are offered by the individuals who made the sample. Please be prepared to pay with cash or a check made out to the sample maker. Check back often for new quilts which might have been added to the sale.





## SALE

You don't have to wait 'til after Christmas for Christmas Fabric to go on sale. All our Christmas fabric and patterns are **40% off NOW** while there's still plenty of time to make table runners, table cloths and napkins, a Christmas tree skirt, a festive throw for the sofa, Christmas Eve pajamas or pillow cases, a pretty (or fun) shirt, wine or gift bags. The sale lasts until Christmas, but shop now for the best selection. This is a great sale! Check online. I just priced the "Critter Christmas" collection at Fabric Depot. (You drive all the way to Portland to save, but you don't have to!) Their regular price for Critter Christmas was \$10.99 per yard. They had it on sale at 35% off. Compare to our regular price of \$9.95 per yard and our sale discount of 40%. Check our prices before you drive!

## The Skinny on Savings

While we're talking about sales (and our Christmas Sale is a great one) let me give you the skinny on how to save money on fabric every day at Ruby Street Quiltworks. Well, first there is our Sale

Rack. Same great fabrics with great mark downs.

But here's another way to save: finish the bolt and save 10% on your entire cut of fabric. This discount is available every day on every bolt of fabric. The 10% applies to fabrics on the sale rack and on top of other sales. For example: finish a bolt of our Christmas sale fabric which is already on sale for 40% off and you will save 50% on your cut of fabric off that bolt. Do you have a 15% class discount? Finish a regularly priced bolt and you will receive 25% off that cut. Do you have a 40% off coupon? Finish a bolt and you will receive 50% off that cut. This is a great deal. "I don't need a whole bolt of fabric," you say. I say, "**Look for the skinny bolts.**" That way you get 10% off your cut of fabric without having to buy way more than you need (maybe just a little bit more for your stash). Did I mention what a great deal this is?

## Holiday Hours

The holidays are upon us. While you are enjoying festive occasions, moments of quietude and joyful times with friends and family, we hope you will include Ruby Street Quiltworks in your holiday shopping plans. We will be open Christmas Eve, for those last minute gift and gift card purchases. Just don't plan to visit us on December 25th, because we'll be celebrating Christmas with our families.

Also, if the weather outside is frightful, and the local schools are closed, please call the shop or check the website to make sure we are open before you venture out. We will make every effort to keep the shop open, but we want to keep everyone safe and keep the roads clear for people who must travel. We will re-open as soon as staff members can safely travel.

## The Greatest Stocking Stuffer of All Time!

**Just in:** Brand new flavors of Bali Pops, with exotic cocktail names. I challenge you to find these at a better price! Hurry in for your choice of flavor, because they will sell out quickly. We also have a couple of the older flavors: Green Tea and Cappuccino. If you want them get them NOW! because they are no longer available.



Thank you for reading this edition of "On Ruby Street." I hope you will include Ruby Street Quiltworks on your holiday shopping agenda but remember to take time to enjoy the season. Until the next edition I hope to see you ...

On Ruby Street,

Jan

visit us at 100 Ruby Street SE, Tumwater, WA 98501  
 call us: (360) 236-0596 | e-mail us: Staff@RubyStreetQuiltworks.com  
 visit our website: [www.rubystreetquiltworks.com](http://www.rubystreetquiltworks.com)

100 Ruby Street SE | Tumwater, WA 98501 US

This email was sent to [email]. To ensure that you continue receiving our emails, please add us to your address book or safe list.

[manage](#) your preferences | [opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

powered by 

